

EXHIBIT 3

***SFRTA/MDC Percentage of Riders Impacted by Proposed Transfer Fare Increase
BUS and RAIL***

# of Riders using SFRTA Products from Routes that link to Bus	Total Monthly Bus Ridership	% of total Riders Impacted by Transfer Increase
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10,883	6,846,788	0.002%
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# of Riders using SFRTA Products from Routes that link to Rail	Total Monthly Rail Ridership	% of total Riders Impacted by Transfer Increase
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25,955	1,673,175	1.6%
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EXHIBIT 4

**SFRTA Implementation of Miami-Dade County Transfer Fee
MITIGATION PLAN**

Standard Cost - \$140 Cost of Monthly Pass (includes \$40 link up fee)

Name of Service	Explanation of Benefit to Consumer
<u>95 Express Bus Service</u> \$2.35 per trip X each way = \$4.70 33% cost savings	An option for travel to designated places. Recently instituted 95 Express Bus Service.
<u>Tri-Rail Customer transfer options</u> \$2.00 per trip X each way = \$4.00 43% cost savings	An option for Tri-Rail customers who do not purchase the regional EASY Card link-up product can transfer to MDT buses using cash value stored up on their card.
<u>Corporate Discount Programs (CDP)</u> \$75 cost of pass + \$40 link up product = \$115 total 18% cost savings	Passengers utilizing the CDP from MDT and SFRTA both receive this savings.
<u>MDT Marketing</u> Aggressive Marketing Campaign re: Discount Programs	Target audience will be passengers at most frequently used stations. To begin 30 days prior to implementation of transfer fare.
<u>Surveys</u> Ridership Satisfaction Survey	Ridership Satisfaction survey to be implemented when transfer fare increase goes into effect.